

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) .RNC IE

Product NV

Estimate# 3036

Buyer Tracey Robinson

Phone#

Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 20/444/3036

Flight Dates 08/18/2012 - 08/24/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
	2	TU	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/21-08/21	1	1	1	\$400.00	
	3	W	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/22-08/22	1	1	1	\$400.00	
	4	TH	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/23-08/23	1	1	1	\$400.00	
	5	F	5A-6A	WAKE W/WAGNRS1	:30	\$400.00	08/24-08/24	1	1	1	\$400.00	
	6	M	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/20-08/20	2	1	2	\$1,400.00	
	7	TU	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/21-08/21	2	1	2	\$1,400.00	
	8	W	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/22-08/22	2	1	2	\$1,400.00	
	9	TH	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/23-08/23	2	1	2	\$1,400.00	
	10	F	6A-7A	WAKE W/WAGNRS2	:30	\$700.00	08/24-08/24	2	1	2	\$1,400.00	
	11	M	7A-9A	TODAY SHW	:30	\$1,400.00	08/20-08/20	1	1	1	\$1,400.00	
	12	TU	7A-9A	TODAY SHW	:30	\$1,400.00	08/21-08/21	1	1	1	\$1,400.00	
	13	W	7A-9A	TODAY SHW	:30	\$1,400.00	08/22-08/22	1	1	1	\$1,400.00	
	14	TH	7A-9A	TODAY SHW	:30	\$1,400.00	08/23-08/23	1	1	1	\$1,400.00	

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Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

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	15	F	7A-9A	TODAY SHW	:30	\$1,400.00	08/24-08/24	1	1	1	\$1,400.00	
	16	SA	6A-7A	NW3 AT SUNRISE	:30	\$350.00	08/18-08/18	1	1	1	\$350.00	
	17	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	08/18-08/18	1	1	1	\$625.00	
	18	SU	6A-7A	NW3-SUNRS WKND	:30	\$325.00	08/19-08/19	1	1	1	\$325.00	
	19	SU	7A-8A	SUN TODAY	:30	\$625.00	08/19-08/19	1	1	1	\$625.00	
	20	M	9A-10A	TODAY SHW2	:30	\$500.00	08/20-08/20	1	1	1	\$500.00	
	21	TU	9A-10A	TODAY SHW2	:30	\$500.00	08/21-08/21	1	1	1	\$500.00	
	22	W	9A-10A	TODAY SHW2	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
	23	TH	9A-10A	TODAY SHW2	:30	\$500.00	08/23-08/23	1	1	1	\$500.00	
	24	F	9A-10A	TODAY SHW2	:30	\$500.00	08/24-08/24	1	1	1	\$500.00	
	25	M	10A-11A	TODAY SHW3	:30	\$325.00	08/20-08/20	1	1	1	\$325.00	
	26	TU	10A-11A	TODAY SHW3	:30	\$325.00	08/21-08/21	1	1	1	\$325.00	
	27	W	10A-11A	TODAY SHW3	:30	\$325.00	08/22-08/22	1	1	1	\$325.00	
	28	TH	10A-11A	TODAY SHW3	:30	\$325.00	08/23-08/23	1	1	1	\$325.00	
	29	F	10A-11A	TODAY SHW3	:30	\$325.00	08/24-08/24	1	1	1	\$325.00	
	30	M	11A-12P	RACHAEL RAY	:30	\$325.00	08/20-08/20	1	1	1	\$325.00	

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	31	TU	11A-12P	RACHAEL RAY	:30	\$325.00	08/21-08/21	1	1	1	\$325.00	
	32	W	11A-12P	RACHAEL RAY	:30	\$325.00	08/22-08/22	1	1	1	\$325.00	
	33	TH	11A-12P	RACHAEL RAY	:30	\$325.00	08/23-08/23	1	1	1	\$325.00	
	34	SA	730P-8P	NEWS	:30	\$375.00	08/18-08/18	1	1	1	\$375.00	
	35	SU	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	08/19-08/19	1	1	1	\$500.00	
	36	M	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/20-08/20	2	1	2	\$2,000.00	
	37	TU	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/21-08/21	2	1	2	\$2,000.00	
	38	W	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/22-08/22	2	1	2	\$2,000.00	
	39	TH	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/23-08/23	2	1	2	\$2,000.00	
	40	F	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$1,000.00	08/24-08/24	2	1	2	\$2,000.00	
	41	SA	5P-630P	NEWS 3/NBC NITELY NWS	:30	\$650.00	08/18-08/18	3	1	3	\$1,950.00	
	43	M	630P-7P	JEOPARDY	:30	\$1,000.00	08/20-08/20	1	1	1	\$1,000.00	
	44	TU	630P-7P	JEOPARDY	:30	\$1,000.00	08/21-08/21	1	1	1	\$1,000.00	
	45	W	630P-7P	JEOPARDY	:30	\$1,000.00	08/22-08/22	1	1	1	\$1,000.00	
	46	TH	630P-7P	JEOPARDY	:30	\$1,000.00	08/23-08/23	1	1	1	\$1,000.00	
	47	F	630P-7P	JEOPARDY	:30	\$1,000.00	08/24-08/24	1	1	1	\$1,000.00	
	48	TU	7P-730P	WHEEL-FORTNE	:30	\$1,000.00	08/21-08/21	1	1	1	\$1,000.00	

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	49	TH	7P-730P	WHEEL-FORTNE	:30	\$1,000.00	08/23-08/23	1	1	1	\$1,000.00	
	50	M	730P-8P	FACE-J RALSTON	:30	\$800.00	08/20-08/20	1	1	1	\$800.00	
	51	W	730P-8P	FACE-J RALSTON	:30	\$800.00	08/22-08/22	1	1	1	\$800.00	
	52	F	730P-8P	FACE-J RALSTON	:30	\$800.00	08/24-08/24	1	1	1	\$800.00	
	53	M	9P-10P	STARS STRIPES	:30	\$2,300.00	08/20-08/20	2	1	2	\$4,600.00	
	54	M	10P-11P	GRIMM	:30	\$2,300.00	08/20-08/20	1	1	1	\$2,300.00	
	55	TU	8P-10P	AM-TLNT-TU	:30	\$4,000.00	08/21-08/21	2	1	2	\$8,000.00	
	56	SU	5P-8P	NFL PS SNF	:30	\$3,200.00	08/19-08/19	2	1	2	\$6,400.00	
	57	SU	8P-9P	NWS3 LIVE PT	:30	\$1,100.00	08/19-08/19	2	1	2	\$2,200.00	
	58	W	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	08/22-08/22	1	1	1	\$1,100.00	
	59	TH	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	08/23-08/23	1	1	1	\$1,100.00	
	60	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	08/18-08/18	1	1	1	\$1,100.00	
	61	SU	11P-1135P	WKD NWS3 AT 11	:30	\$1,100.00	08/19-08/19	1	1	1	\$1,100.00	
	62	M	1135P-1235A	TONITE SHW	:30	\$425.00	08/20-08/20	2	1	2	\$850.00	
	63	TU	1135P-1235A	TONITE SHW	:30	\$425.00	08/21-08/21	2	1	2	\$850.00	

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	64	W	1135P-1235A	TONITE SHW	:30	\$425.00	08/22-08/22	2	1	2	\$850.00	
	65	TH	1135P-1235A	TONITE SHW	:30	\$425.00	08/23-08/23	2	1	2	\$850.00	
	66	F	1135P-1235A	TONITE SHW	:30	\$425.00	08/24-08/24	2	1	2	\$850.00	
	67	M	1235A-135A	J FALLON	:30	\$225.00	08/20-08/20	1	1	1	\$225.00	
	68	TU	1235A-135A	J FALLON	:30	\$225.00	08/21-08/21	1	1	1	\$225.00	
	69	W	1235A-135A	J FALLON	:30	\$225.00	08/22-08/22	1	1	1	\$225.00	
	70	TH	1235A-135A	J FALLON	:30	\$225.00	08/23-08/23	1	1	1	\$225.00	
	71	F	1235A-135A	J FALLON	:30	\$225.00	08/24-08/24	1	1	1	\$225.00	
	72	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	08/19-08/19	1	1	1	\$400.00	
	73	M-F	12P-1230P		:30	\$425.00	08/20-08/24	3	1	3	\$1,275.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 95 / \$80,525.00

---SALES MONTHLY TOTALS---

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Aug 12: 95 / \$80,525.00

Sales Totals: 95 / \$80,525.00

Station Totals: 95 / \$80,525.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$230,071	CATV	0%	KBLR	0%	KINC	0%	KLAS	35%	KSNV	35%
		KTNV	12%	KTUD	0%	KVCW	2%	KVMY	1%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

Books JUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE